

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No.: 10/820,832

Applicants: Endler et al.

Filed: April 7, 2004

Title: METHODS AND APPARATUSES FOR  
DISPLAYING PROMOTIONS

Examiner: Berman, Brian J

Art Unit: 3688

Customer No.: 22242

Confirm. No.: 8497

Docket No.: 86604/7114

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the USPTO, transmitted via the Office electronic filing system, or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below:

6/12/09

Date

Thomas F. Lebens  
Registration No. 38,221  
Attorney for Applicants

AMENDMENT B

-AND-

WRITTEN STATEMENT REGARDING SUBSTANCE OF INTERVIEW

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Responsive to the Office Action mailed March 12, 2009, Applicants provide the following:

**Amendments to the Claims** are reflected in the Listing of Claims that begins on page 3.

**Remarks** begin on page 8.